



Construction Bidding: Strategic Pricing for Profit, 2nd Edition

By William R. Park, Wayne B. Chapin

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Contains proven bidding techniques and strategies for radically improving a firm's profitability in today's economy. Thoroughly explores how to set realistic goals and use all available information in order to determine the optimum combination of price, cost and volume to achieve profit objectives. Features examples of bidding methods successfully employed by contractors whose annual volumes range from less than \$1 million to more than \$200 million. Provides new DATABID software for executing strategic bidding techniques.

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